

# COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR AUGUST 1979

	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS:	14.0 7	14.6 13	16.8 30	12.5 3	IFR	11.9 7	17.1 27	14.0 33	12.9 33	14.5 38	14.0 71	12.3 9	13.8 80

  

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic. (1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS:	7.0 5	10.0 3	6.6 12	7.7 13	5.2 11	7.0 3	5.7 16	7.7 12	6.8 28	4.5 36	7.3 5	5.5 13	6.1 18

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.  
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.  
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR: INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION. UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 12, 1979

### NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	THREE'S COMPANY	22.7	16,910	8	CHARLIE'S ANGELS	20.2	15,050
2	WKRP IN CINCINNATI	22.5	16,760	8	LAVERNE AND SHIRLEY#	20.2	15,050
3	M*A*S*H	21.8	16,240	11	BARNEY MILLER	20.0	14,900
4	JEFFERSONS	21.2	15,790	12	MORK & MINDY#	19.6	14,600
5	LOU GRANT	21.0	15,650	13	ANGIE#	19.4	14,450
5	TAXI	21.0	15,650	14	CARTER COUNTRY	19.3	14,380
5	VEGA\$	21.0	15,650	15	ONE DAY AT A TIME	19.2	14,300
8	ALICE	20.2	15,050				

[illegible]

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1979 REPORT

PROGRAM NAME										HOUSEHOLD AUDIENCES			PROGRAM NAME										HOUSEHOLD AUDIENCES				
					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE										
WK #	DAY	START TIME	DUR	NET TYPE		WK 1	WK 2		WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %		AVG. AUD. (0,000)	WK #		DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %
EVENING CONT'D																											
FANTASY ISLAND					40	197	193	98	98	A	15.9	34	1185	NBC NEWS UPDATE-SAT.					41	189	189	89	94	A	11.0	26	820
SAT. 10.00P 60 ABC A									B	19.7	37	1468	SAT. 8.58P 1 NBC N									B	15.9	30	1185		
GOOD TIMES					8	164		91		A	9.2	19	685	NBC NEWS UPDATE-SUN.					38	188	191	95	95	A	14.3	27	1065
1 WED. 8.30P 30 CBS CS									B	9.7	19	723	1 SUN. 9.00P 1 NBC N									B	16.2	26	1207		
HANGING IN					1		167		91	A	10.4	22	775	2 SUN. 9.07P 1									A	6.3	18	469	
2 WED. 8.30P 30 CBS CS									B	10.4	22	775	NBC NIGHTLY NEWS-SAT.					38	144	150	82	80	B	7.5	17	559	
HAPPY DAYS					43	212	211	99	99	A	17.5	40	1304	SAT. 6.30P 30 NBC N									A	7.4	20	551	
TUE. 8.00P 30 ABC CS									B	25.7	44	1915	NBC NIGHTLY NEWS-SUN.					33	144	151	81	82	B	7.8	17	581	
HARDY BOYS MYSTERIES					6		164		92	A	7.5	17	559	SUN. 6.30P 30 NBC N									A	9.6	24	715	
2 SUN. 7.00P 60 ABC SM									B	6.9	16	514	NBC NIGHTLY NEWS					209	208	208	99	99	B	11.9	24	887	
HAWAII FIVE-O					32	190	184	97	96	A	13.6	26	1013	M-F 6.30P 30 NBC N									A	10.9	20	812	
THU. 9.00P 60 CBS OP									B	16.3	27	1214	NBC WED. NIGHT MOVIES					8	185	196	94	96	B	12.3	24	916	
HELLO, LARRY					19	196	188	98	94	A	13.2	29	983	1 WED. 9.00P 90 NBC FF									A	10.6	22	790	
FRI. 8.30P 30 NBC CS									B	14.4	28	1073	2 WED. 9.00P 120									B	14.6	24	1088		
INCREDIBLE HULK					18		192		98	A	11.5	26	857	NEWSBREAK-M-F					219	166	163	90	89	A	10.6	22	790
2 FRI. 8.00P 60 CBS SF									B	14.7	30	1095	1 MWTH 8.58P 1 CBS N									B	14.6	24	1088		
JEFFERSONS					7	186	184	99	98	A	21.2	39	1579	1 TUE. 9.03P 2													
1 SUN. 9.30P 30 CBS CS									B	21.7	39	1617	1 FRI. 8.51P 1														
2 SUN. 10.30P 30														2 M-F 8.58P 1													
														NEWSBREAK-SAT.					44	155	154	93	90	A	7.7	18	574
KAZ					2	183		97		A	15.8	32	1177	SAT. 8.58P 1 CBS N									B	11.8	22	879	
1 SUN. 10.00P 60 CBS GD									B	16.4	31	1222	NEWSBREAK-SUN.					43	172	171	95	95	A	17.5	33	1304	
LAVERNE AND SHIRLEY					2	201		99		A	20.2	44	1505	1 SUN. 8.58P 1 CBS N									B	20.1	32	1497	
1 THU. 8.30P 30 ABC CS									B	20.5	43	1527	2 SUN. 9.28P 1														
LAVERNE AND SHIRLEY					1		199		99	A	17.4	40	1296	NFL PRE-SEASON FTBL-ABC(S)							199		99	A	13.8	27	1028
2 THU. 8.00P 30 ABC CS									B	17.4	40	1296	2 SUN. 9.00P 182 ABC SE										A	19.2	36	1430	
LITTLE HOUSE-PRAIRIE					40	218	214	99	99	A	14.9	31	1110	ONE DAY AT A TIME					18	194	195	99	99	B	19.6	36	1460
MON. 8.00P 60 NBC GD									B	20.4	33	1520	1 SUN. 8.30P 30 CBS CS														
LOU GRANT					37	196	194	99	99	A	21.0	37	1565	2 SUN. 9.30P 30													
MON. 10.00P 60 CBS GD									B	19.4	32	1445	OPERATION PETTICOAT					8	186		96		A	7.6	18	566	
LOVE BOAT					43	194	186	98	96	A	15.6	35	1162	1 FRI. 8.00P 30 ABC CS									B	7.5	18	559	
1 SAT. 9.00P 60 ABC CS									B	20.0	37	1490	PEOPLE'S COMMAND PERFORM.(S)							98		A	14.8	27	1103		
2 SAT. 8.00P 120														1 WED. 9.00P 120 CBS GV													
M*A*S*H					39	196	194	99	99	A	21.8	40	1624	PRIME TIME SUNDAY					6	203	202	99	99	A	12.5	24	931
MON. 9.00P 30 CBS CS									B	24.2	37	1803	SUN. 10.00P 60 NBC DN									B	13.4	25	998		
MORK & MINDY					1		199		98	A	17.3	34	1289	PROJECT U.F.O.					6	181	176	90	92	A	7.3	16	544
2 SUN. 8.00P 30 ABC CS									B	17.3	34	1289	THU. 8.00P 60 NBC SF									B	7.7	17	574		
MORK & MINDY					42	205		99		A	19.6	46	1460	QUINCY, M.E.(B)							189		87	A	10.8	23	805
1 THU. 8.00P 30 ABC CS									B	26.2	45	1952	2 FRI. 10.00P 60 NBC OP										A	13.6	26	1013	
MRS. COLUMBO					5		192		97	A	9.8	18	730	QUINCY, M.E.					35	206		98		B	16.7	27	1244
2 THU. 9.00P 120 NBC SM									B	12.8	23	954	1 THU. 9.00P 60 NBC OP										A	11.5	25	857	
NBC MONDAY NIGHT MOVIES					38	202	196	99	97	A	14.2	26	1058	REAL PEOPLE					3	201	203	96	97	B	12.1	26	901
MON. 9.00P 120 NBC FF									B	18.9	30	1408	WED. 8.00P 60 NBC U									A	14.4	30	1073		
NBC NEWS UPDATE-M-F					206	178	176	91	92	A	10.6	22	790	ROCKFORD FILES					13	197	201	96	96	B	13.4	26	998
M-F 8.58P 1 NBC N									B	13.9	23	1036	FRI. 9.00P 60 NBC PD														



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1ST AUG. 1979 REPORT

PROGRAM NAME										HOUSEHOLD AUDIENCES				PROGRAM NAME										HOUSEHOLD AUDIENCES			
T/C THIS SEASON										NO. OF STATIONS				T/C THIS SEASON										NO. OF STATIONS			
PROGRAM COVERAGE										PROGRAM COVERAGE				PROGRAM COVERAGE										PROGRAM COVERAGE			
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2 WK 1 WK 2				WK # DAY START TIME DUR NET TYPE										WK 1 WK 2 WK 1 WK 2			
K E Y										K E Y				K E Y										K E Y			
AVG. AUD. SHARE %										AVG. AUD. SHARE %				AVG. AUD. SHARE %										AVG. AUD. SHARE %			
AVG. AUD. (0,000)										AVG. AUD. (0,000)				AVG. AUD. (0,000)										AVG. AUD. (0,000)			
EVENING CONT'D														BARETTA-THU.													
ROPER														1 THU. 12.37A 43 ABC OP													
2 SUN. 8.30P 30 ABC CS														2 THU. 12.37A 50													
RUNAWAYS														CALIFORNIA JAM II(S)													
TUE. 8.00P 60 NBC GD														1 FRI. 12.00M 67 ABC PC													
SALVAGE 1														CBS SUNDAY NEWS-BRADLEY													
1 SUN. 8.09P 51 ABC A														SUN. 11.00P 15 CBS N													
60 MINUTES														LATE MOVIE I													
SUN. 7.00P 60 CBS DN														1 MON. 11.30P 70 CBS FF													
STARKY AND HUTCH														1 TUE. 11.30P 73													
2 TUE. 10.00P 60 ABC OP														1 THU. 11.30P 25													
STOCKARD CHANNING-FRIENDS														2 MON. 11.30P 71													
SAT. 8.30P 30 CBS CS														2 TU & F 11.30P 73													
STOCKARD CHANNING FR.SPEC(S)														2 WED. 12.00M 73													
1 WED. 8.00P 30 CBS CS														2 THU. 11.30P 26													
SWORD OF JUSTICE														LATE MOVIE II													
SAT. 10.00P 60 NBC SM														1 MON. 12.40A 43 CBS FF													
TAXI														1 TUE. 12.43A 38													
TUE. 9.30P 30 ABC CS														1 WED. 12.43A 39													
THREE'S COMPANY														1 THU. 12.06A 55													
														1 FRI. 12.43A 43													
														2 MON. 12.41A 43													

TUE.	9.00P	30	ABC	CS				B	28.0	45	2086	2 TUE.	12.43A	45													
20/20					10	194	194	A	17.3	33	1289	2 WED.	1.13A	40													
THU.	10.00P	60	ABC	DN				B	15.5	29	1155	2 THU.	12.06A	54													
VEGA\$					37	189	197	A	21.0	39	1565	2 FRI.	12.43A	46													
WED.	10.00P	60	ABC	PD				B	19.5	34	1453	MIDNIGHT SPECIAL			42	203	203	99	99	A	3.8	26	283				
												FRI.	1.00A	90	NBC	PC			B	3.7	24	276					
WALTONS					33	192	191	A	9.0	20	671	NBC LATE NIGHT MOVIE			41	116	114	64	62	A	3.2	14	238				
THU.	8.00P	60	CBS	GD				B	16.8	28	1252	1 SUN.	11.30P	119	NBC	FF			B	2.8	14	209					
WELCOME BACK, KOTTER					8	188		A	8.9	20	663	2 SUN.	11.30P	122													
1 FRI.	8.30P	30	ABC	CS				B	8.5	19	633	PGA CHAMPIONSHIP-FRI(S)				179		96	A	4.8	14	358					
												1 FRI.	11.30P	30	ABC	SE											
WHITE SHADOW					13	189	185	A	13.7	29	1021																
MON.	8.00P	60	CBS	GD				B	15.4	28	1147	POLICE STORY-MON.			27	176	174	96	95	A	5.7	20	425				
WKRP IN CINCINNATI					20	196	198	A	22.5	40	1676	MON.	11.30P	71	ABC	OP			B	5.9	22	440					
MON.	9.30P	30	CBS	CS				B	21.0	33	1565	POLICE STORY-MON. 2			6	176	174	96	95	A	5.2	31	387				
												1 MON.	12.41A	47	ABC	OP			B	4.9	30	365					
WONDERFUL WORLD OF DISNEY					39	210	214	A	12.3	29	916	2 MON.	12.41A	46													
SUN.	7.00P	60	NBC	FV				B	15.0	27	1118																
•LATE FRINGE												POLICE WOMAN			42	180	181	97	97	A	8.1	27	603				
ABC WEEKEND REPORT-SAT.					42	151	149	A	6.7	16	499	WED.	11.30P	67	ABC	OP			B	6.7	25	499					
SAT.	11.00P	15	ABC	N				B	7.7	16	574	SATURDAY NIGHT			37	214	212	99	99	A	13.4	42	998				
												1 SAT.	11.30P	81	NBC	GV			B	12.8	39	954					
ABC WEEKEND REPORT-SUN.					42	154	148	A	5.1	15	380	2 SAT.	11.30P	79													
1 SUN.	11.00P	15	ABC	N				B	6.8	16	507																
2 SUN.	12.10A	15										SOAP			14		166		92	A	6.7	22	499				
BARETTA-WED.					4	172	172	A	5.2	30	387	2 FRI.	11.30P	64	ABC	CS			B	6.8	21	507					
1 WED.	12.37A	52	ABC	OP				B	4.9	29	365	STARSKY AND HUTCH-11:30			42	180	180	97	97	A	6.4	21	477				
2 WED.	12.37A	41										THU.	11.30P	67	ABC	OP			B	6.5	24	492					

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2 SUN.	4.30P	90	ABC	SA					B	10.5	28	782	SAT.	8.00A	30	ABC	CA								A	2.4	26	179
ALL NEW PINK PANTHER					10	181	179	94	91	A	6.1	27	454	FANTASTIC FOUR					38	194	194	97	97		A	2.8	23	209
SAT.	12.00N	30	ABC	CA						B	5.4	25	402	SAT.	8.30A	30	NBC	CA						B	3.7	23	276	
ALL NEW POPEYE HOUR 1					44	187	181	96	88	A	2.2	26	164	FAT ALBERT AND COSBY KIDS					43	188	179	98	88		A	5.0	22	373
SAT.	8.00A	30	CBS	CA						B	3.7	29	276	SAT.	12.30P	30	CBS	CA						B	6.4	25	477	
ALL NEW POPEYE HOUR 2					44	187	181	96	88	A	3.5	27	261	FRED AND BARNEY SHOW					25	200	198	97	97		A	5.6	25	417
SAT.	8.30A	30	CBS	CA						B	5.5	32	410	SAT.	11.00A	30	NBC	CA						B	6.5	28	484	
ALVIN AND THE CHIPMUNKS					20	192	192	96	96	A	1.8	22	134	GODZILLA SUPER 90 I					37	201	201	99	99		A	4.0	24	298
SAT.	8.00A	30	NBC	CA						B	2.5	23	186	SAT.	9.00A	30	NBC	CA						B	5.0	25	373	
AMERICAN BANDSTAND '79					37	172	171	91	91	A	6.1	26	454	GODZILLA SUPER 90 II					37	201	201	99	99		A	4.8	25	358
SAT.	12.30P	60	ABC	PC						B	5.5	22	410	SAT.	9.30A	30	NBC	CA						B	5.7	25	425	
ANIMALS, ANIMALS, ANIMALS					43	140	139	84	83	A	2.2	11	164	GODZILLA SUPER 90 III					37	201	201	99	99		A	5.0	24	373
SUN.	11.30A	30	ABC	CL						B	2.7	12	201	SAT.	10.00A	30	NBC	CA						B	5.6	23	417	
ARK II					37	161	153	83	77	A	3.8	16	283	HARTFORD OPEN-SAT(S)										A	4.3	14	320	
SAT.	1.00P	30	CBS	CL						B	4.7	18	350	2 SAT.	5.00P	60	CBS	SE										
BIGFOOT AND WILDBOY					10	186	184	95	95	A	5.7	25	425	HARTFORD OPEN-SUN(S)										A	3.8	12	283	
SAT.	11.30A	30	ABC	CL						B	5.2	24	387	2 SUN.	4.24P	10	CBS	SE										
BUFORD &-GALLOPING GHOST					25	161	159	76	76	A	4.5	20	335	& 5.51P	9													
SAT.	12.00N	30	NBC	CA						B	4.8	21	358	IN THE NEWS- 8.26AM					44	187	181	96	88		A	2.9	31	216
BUGS BUNNY/ROAD RUNNER 1					44	196	193	99	99	A	6.0	36	447	SAT.	8.26A	3	CBS	CN						B	4.4	32	328	
SAT.	9.00A	30	CBS	CA						B	7.4	35	551	IN THE NEWS- 8.56AM					44	187	181	96	88		A	4.0	29	298
BUGS BUNNY/ROAD RUNNER 2					44	196	193	99	99	A	7.0	36	522	SAT.	8.56A	3	CBS	CN						B	5.6	30	417	
SAT.	9.30A	30	CBS	CA						B	9.2	39	685	IN THE NEWS- 9.26AM					44	196	193	99	99		A	6.6	37	492
BUGS BUNNY/ROAD RUNNER 3					44	196	193	99	99	A	7.8	37	581	SAT.	9.26A	3	CBS	CN						B	8.2	37	611	
SAT.	10.00A	30	CBS	CA						B	9.6	39	715															



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1ST AUG. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)			
WEEKEND DAYTIME CONT'D																																												
IN THE NEWS-						9.59AM			44		196	193	99	99	A	7.2	35	536	1 SAT.						2.00P	17	NBC	SC			B	5.0	22	373										
SAT.						9.59A	3	CBS	CN					B	9.5	39	708	2 SAT.						2.00P	12																			
IN THE NEWS-						10.26AM			44		196	193	99	99	A	7.3	34	544	NBC MAJOR LEAGUE BASEBALL						17	201	210	94	99	A	7.4	27	551											
SAT.						10.26A	3	CBS	CN					B	9.1	37	678	1 SAT.						2.17P	161	NBC	SE			B	6.8	25	507											
IN THE NEWS-						11.33AM			44		191	190	98	98	A	5.6	25	417	2 SAT.						2.12P	212					A	7.0	25	522										
SAT.						11.33A	3	CBS	CN					B	7.4	30	551	NFL PRE-SEASON FTBL-CBS(S)									193		99															
IN THE NEWS-						11.56AM			44		191	190	98	98	A	5.7	25	425	2 SAT.						2.00P	180	CBS	SE																
SAT.						11.56A	3	CBS	CN					B	6.9	28	514	NFL PRE-SEASON FTBL-NBC(S)									209		98	A	9.2	32	685											
IN THE NEWS-						12.26PM			44		182	175	96	87	A	4.3	18	320	2 SUN.						1.30P	181	NBC	SE																
SAT.						12.26P	3	CBS	CN					B	5.5	22	410	PGA CHAMPIONSHIP-SAT.(S)									98			A	5.1	17	380											
IN THE NEWS-						12.56PM			42		188	179	98	88	A	4.8	21	358	1 SAT.						5.00P	120	ABC	SE																
SAT.						12.56P	3	CBS	CN					B	6.2	24	462	PGA CHAMPIONSHIP-SUN.(S)									98			A	5.8	18	432											
IN THE NEWS-						1.26PM			37		161	153	83	77	A	3.8	16	283	1 SUN.						3.30P	279	ABC	SE																
SAT.						1.26P	3	CBS	CN					B	4.6	17	343	SCHOOLHOUSE ROCK-8.26AM						10	186	185	95	95	A	2.3	24	171												
IN THE NEWS-						1.56PM			6		167	146	91	81	A	4.7	19	350	SAT.						8.26A	3	ABC	CN			B	2.6	25	194										
SAT.						1.56P	3	CBS	CN					B	4.4	19	328	SCHOOLHOUSE ROCK-8.57AM						10	189	188	98	98	A	4.1	32	305												
IN THE NEWS-						8.26AM-SUN.			27		51	51	48	47	A	1.2	14	89	SAT.						8.57A	3	ABC	CN			B	4.0	30	298										
SUN.						8.26A	3	CBS	CN					B	1.2	14	89	SCHOOLHOUSE ROCK-9.56AM						10	189	188	98	98	A	5.3	26	395												
IN THE NEWS-						8.56AM-SUN.			27		47	42	43	40	A	1.2	11	89	SAT.						9.56A	3	ABC	CN			B	4.8	24	358										
																		SCHOOLHOUSE ROCK-11.26AM						10	194	193	99	99	A	6.6	30	492												

SUN.	8.56A	3	CBS	CN						B	1.3	11	97	SAT.	11.26A	3	ABC	CN						B	6.2	29	462
INT'L GRAND PRIX TENNIS(S)					156		94			A	2.1	8	156	SCHOOLHOUSE ROCK-12.26PM	10	181	179	94	91				A	5.6	24	417	
1 SUN.	2.00P	120	CBS	SE										SAT.	12.26P	3	ABC	CN					B	5.0	23	373	
ISSUES AND ANSWERS					40	167	181	94	98	A	2.7	12	201	SCHOOLHOUSE ROCK-11.55AM	43	140	139	84	83				A	2.3	12	171	
SUN.	12.00N	30	ABC	CC						B	2.9	12	216	SUN.	11.55A	4	ABC	CN					B	2.9	13	216	
JETSONS					25	194	195	96	96	A	6.5	29	484	SCOOBY'S ALL STARS I	10	189	188	98	98				A	3.5	30	261	
SAT.	11.30A	30	NBC	CA						B	6.5	28	484	SAT.	8.30A	30	ABC	CA					B	3.5	28	261	
KIDS ARE PEOPLE TOO II					44	129	128	81	81	A	2.3	13	171	SCOOBY'S ALL STARS II	10	189	188	98	98				A	4.9	28	365	
SUN.	10.30A	30	ABC	CL						B	3.1	15	231	SAT.	9.00A	30	ABC	CA					B	4.7	27	350	
KIDS ARE PEOPLE TOO III					44	129	128	81	81	A	2.6	14	194	SCOOBY'S ALL STARS III	10	189	188	98	98				A	5.4	27	402	
SUN.	11.00A	30	ABC	CL						B	3.5	16	261	SAT.	9.30A	30	ABC	CA					B	4.9	25	365	
MEET THE PRESS					42	189	179	96	96	A	3.4	17	253	SPACE ACADEMY	44	182	176	97	88				A	4.7	20	350	
SUN.	12.30P	30	NBC	CC						B	3.3	15	246	SAT.	12.00N	30	CBS	CL					B	5.9	24	440	
METRIC MARVELS-10:27AM					43	201	201	99	99	A	4.8	22	358	SPORTSWORLD	28	171			87				A	7.8	24	581	
SAT.	10.27A	2	NBC	CN						B	5.6	23	417	1 SUN.	4.30P	60	NBC	SE					B	5.8	17	432	
METRIC MARVELS-11:57AM					43	197	198	97	98	A	5.8	26	432	SUNDAY MORNING	25	85	85	70	70				A	1.7	12	127	
SAT.	11.57A	2	NBC	CN						B	5.8	24	432	SUN.	9.00A	90	CBS	N					B	2.0	12	149	
METRIC MARVELS-10:57AM					37	201	201	97	97	A	5.8	27	432	TALLADEGA 500 AUTO RACE(S)		161			94				A	4.4	14	328	
SAT.	10.57A	2	NBC	CN						B	6.5	26	484	1 SUN.	4.00P	120	CBS	SE									
NAT'L LONG DRIVING CHAMP.(S)					169			91		A	2.7	10	201	TARZAN AND SUPER SEVEN 1	44	190	190	98	98				A	5.8	27	432	
1 SUN.	3.00P	30	ABC	SE										SAT.	10.30A	30	CBS	CA					B	7.6	31	566	
NAT'L SPORTS FESTIVAL(S)					171			90		A	5.5	20	410	TARZAN AND SUPER SEVEN 2	44	190	190	98	98				A	5.4	24	402	
1 SUN.	2.30P	120	NBC	SE										SAT.	11.00A	30	CBS	CA					B	7.6	31	566	
NBC MAJOR LEAGUE PRE GAME					17	201	208	94	99	A	5.3	22	395	TARZAN AND SUPER SEVEN 3	44	191	190	98	98				A	5.6	25	417	
														SAT.	11.30A	30	CBS	CA					B	7.2	29	536	

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1979 REPORT

PROGRAM NAME										PROGRAM NAME									
I/C THIS SEASON										I/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
WEEKEND DAYTIME CONT'D																			
US CLAY COURT TENNIS(S)																			
2 SUN. 2.00P 144 CBS SE																			
& 4.34P 77																			
WHAT'S NEW, MISTER MAGOO 27																			
SUN. 8.00A 30 CBS CA																			
WEEKEND DAYTIME CONT'D																			
US CLAY COURT TENNIS(S)																			
2 SUN. 2.00P 144 CBS SE																			
& 4.34P 77																			
WHAT'S NEW, MISTER MAGOO 27																			
SUN. 8.00A 30 CBS CA																			



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JULY 30, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,880 24.0											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,540 12.8	10.4*		11.7*		12.3*		13.3*		15.3*		(1) (OP)
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 10.3	23* 10.4		24* 11.8		24* 12.3		25* 13.1		27* 14.9	15.6	15.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,230 19.1				18,920 25.4		18,180 24.4		19,440 26.1			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,650 14.3	13.5*		15.1*		15,870 21.3		16,610 22.3		15,570 20.9	20.8*	20.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 12.7	30* 14.2		30* 14.5		40 20.0		40 22.7		37 20.5	37* 21.0	38* 20.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,970 20.1				19,520 26.2							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,030 14.8	13.8*		15.8*		11,180 15.0		14.0*		16.1*		16.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 13.2	31* 14.4		32* 15.6		27 13.8		25* 13.3		28* 15.9	16.2	30* 16.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,490 27.5											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,100 14.9	12.1*		13.2*		14.1*		15.2*		17.5*		17.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 11.8	26* 12.4		27* 13.0		26* 13.4		27* 14.6		31* 15.8	17.0	31* 17.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,260 17.8				19,520 26.2		18,550 24.9		19,890 26.7			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,690 13.0	12.6*		13.5*		16,540 22.2		16,840 22.6		15,720 21.1	20.8*	21.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 12.2	27* 13.0		27* 13.2		41 20.9		40 23.6		37 20.5	36* 21.1	38* 21.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,050 20.2				16,610 22.3							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,180 15.0	13.9*		16.2*		9,910 13.3		13.6*		13.4*		13.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 13.2	30* 14.6		33* 15.5		24 13.0		24* 12.8		23* 13.5	23* 13.6	24* 13.3
TV HOUSEHOLDS USING TV		WK. 1	43.3	44.0	42.8	43.3	43.7	46.7	49.3	50.8	53.0	54.1	54.6	56.2	56.3	57.1	56.4
(See Def. 1)		WK. 2	43.6	43.3	44.3	45.2	46.0	47.4	48.4	50.8	52.8	55.8	55.9	57.4	57.3	57.4	56.5

U.S. TV Households: 74,500,000

(1) SPORTS FILL 1, ABC, (10:48-11:00PM)(SUS)

For explanation of symbols, See page A.

EVE. MON. AUG. 6, 1979

## NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.TUE. JULY 31, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,170 21.7		16,990 22.8		19,970 26.8		18,480 24.8		19,300 25.9			
	ABC TV					HAPPY DAYS (R)		DETECTIVE SCHOOL		THREE'S COMPANY (R)		TAXI (R)(OP)		BARBARA WALTERS SUMMER SP (R)			
	AVERAGE AUDIENCE (Households (000) & %)					13,710 18.4		15,200 20.4		18,030 24.2		16,690 22.4		14,010 18.8		19.6*	18.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					42 17.2	19.7	42 19.4	21.4	46 23.1	25.2	42 22.0	22.9	36 20.0	37* 19.1	35* 18.1	17.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,900 10.6		18,630 25.0									
	CBS TV					DOOLEY BROTHERS								CBS TUESDAY NIGHT MOVIES ROLLERBALL(R)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					6,480 8.7		8,490 11.4	9.0*		10.5*		11.7*		13.6*		12.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 8.6	8.9	22 9.3	18* 8.8	20* 10.1	20* 10.8	22* 11.7	22* 11.7	25* 13.9	25* 13.2	24* 12.2	24* 12.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,500 14.1				15,350 20.6							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,150 9.6	8.8*		10.4*	7,820 10.5	9.5*		10.0*		11.0*		12.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 8.7	20* 8.9		21* 10.1	20 9.5	18* 9.4		19* 10.0		21* 10.6		23* 11.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,450 19.4		15,500 20.8		17,730 23.8		16,240 21.8		16,760 22.5			
	ABC TV					HAPPY DAYS (R)		DETECTIVE SCHOOL		THREE'S COMPANY (R)		TAXI (R)(OP)		STARKY AND HUTCH (R)			
	AVERAGE AUDIENCE (Households (000) & %)					12,370 16.6		13,190 17.7		15,720 21.1		14,600 19.6		12,810 17.2		16.9*	17.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					38 15.5	17.7	38 17.3	18.1	42 20.0	22.1	38 19.4	19.8	34 16.5	33* 17.3	35* 17.3	35* 17.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,670 10.3				14,750 19.8							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					5,070 6.8	6.9*		6.7*	8,720 11.7	10.2*		11.7*		12.4*		12.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					15 7.0	16* 6.7		14* 6.6	23 9.9	20* 10.6	23* 11.6	23* 11.8	24* 12.6	24* 12.2	25* 12.7	25* 12.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,430 14.0				13,340 17.9							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,150 9.6	9.0*		10.2*	7,750 10.4	9.5*		10.6*		10.8*		10.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 9.0	21* 9.0		22* 9.8	20 9.7	19* 9.3		20* 10.4		21* 10.7		21* 10.6
TV HOUSEHOLDS USING TV		WK. 1	41.4	41.9	42.6	43.1	42.8	44.5	47.6	50.3	51.8	53.4	53.7	54.0	53.9	53.4	52.1
(See Def. 1)		WK. 2	42.6	43.3	42.1	42.5	42.6	44.0	45.3	47.5	49.4	51.8	51.5	52.5	51.7	52.0	50.7
U.S. TV Households: 74,500,000																	

For explanation of symbols, See page A.

EVE.TUE. AUG. 7, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. AUG. 1, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE. WED. AUG. 8, 1979



## NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.THU. AUG.2, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						17,060 22.9		16,320 21.9		15,870 21.3		14,300 19.2		17,360 23.3		20/20	
	ABC TV						WORK & WINDY (R)		LAVERNE AND SHIRLEY (R)		BARNEY MILLER (R)		CARTER COUNTRY (R)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)						14,600 19.6		15,050 20.2		14,160 19.0		13,110 17.6		13,630 18.3		18.9*	
	SHARE OF AUDIENCE %						46		44		38		33		34		36*	
	AVG. AUD. BY ¼ HR. %						18.5		20.7		19.2		18.9		17.4		17.7	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						9,090 12.2				11,620 15.6				15,720 21.1			
	CBS TV						WALTONS (R)(OP)				HAWAII FIVE-O (R)				BARNABY JONES (R)			
	AVERAGE AUDIENCE (Households (000) & %)						5,960 8.0		7.8*		8,870 11.9		11.0*		13,190 17.7		16.9*	
	SHARE OF AUDIENCE %						18		18*		23		22*		33		32*	
	AVG. AUD. BY ¼ HR. %						7.8		7.8		10.3		11.6		12.6		12.9	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						6,480 8.7				13,340 17.9				10,130 13.6			
	NBC TV						PROJECT U.F.O. (R)(OP)				QUINCY, M.E. (R)				DAVID CASSIDY-UNDERCOVER (R)			
	AVERAGE AUDIENCE (Households (000) & %)						4,320 5.8		5.3*		10,130 13.6		12.5*		7,230 9.7		9.3*	
	SHARE OF AUDIENCE %						13		12*		26		25*		18		17*	
	AVG. AUD. BY ¼ HR. %						5.4		5.2		11.6		13.4		14.8		14.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						15,420 20.7		16,540 22.2		17,430 23.4		17,280 23.2		16,320 21.9		20/20	
	ABC TV						LAVERNE AND SHIRLEY (R)		ANGIE (R)		BARNEY MILLER (R)		CARTER COUNTRY (R)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)						12,960 17.4		14,450 19.4		15,570 20.9		15,570 20.9		12,070 16.2		16.9*	
	SHARE OF AUDIENCE %						40		40		40		38		30		31*	
	AVG. AUD. BY ¼ HR. %						16.2		18.6		20.9		20.8		20.3		21.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						11,030 14.8				13,860 18.6				17,950 24.1			
	CBS TV						WALTONS (R)(OP)				HAWAII FIVE-O (R)				BARNABY JONES (R)			
	AVERAGE AUDIENCE (Households (000) & %)						7,450 10.0		9.5*		11,400 15.3		14.5*		14,230 19.1		17.9*	
	SHARE OF AUDIENCE %						22		22*		28		27*		36		33*	
	AVG. AUD. BY ¼ HR. %						9.3		9.8		13.4		15.5		16.2		16.0	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						9,090 12.2				13,190 17.7							
	NBC TV						PROJECT U.F.O. (R)(OP)						MRS. COLUMBO (R)(SUS)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)						6,480 8.7		8.2*		7,300 9.8		9.2*				10.4*	
	SHARE OF AUDIENCE %						19		19*		18		17*		17*		19*	
	AVG. AUD. BY ¼ HR. %						8.1		8.3		9.2		9.1		9.4		9.6	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	40.9	41.5	41.7	42.4	42.4	43.6	44.8	46.7	48.9	51.8	52.8	53.9	53.0	53.4	53.3	53.0
		WK. 2	39.9	40.7	40.7	42.2	42.4	45.1	47.4	49.8	51.9	53.8	54.7	55.7	53.9	53.7	53.4	51.8

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.THU. AUG.9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. AUG. 3, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						6,710 9.0		8,270 11.1		13,780 18.5							
	ABC TV						OPERATION PETTICOAT (R)(OP)		WELCOME BACK, KOTTER (R)						ABC FRIDAY NIGHT MOVIE NIGHT CRIS(R)			
	AVERAGE AUDIENCE (Households (000) & %)						5,660 7.6		6,630 8.9		8,420 11.3				10.7* 23 *		12.1* 25 *	12.8* 27 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 7.1	8.1	20 8.6	9.2	24 9.3	9.5* 21 *		10.4	11.0	11.7	12.6	12.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,560 18.2						13,340 17.9					
	CBS TV								CHALLENGE TO BE FREE (R)(OP)						EBONY, IVORY AND JADE			
	AVERAGE AUDIENCE (Households (000) & %)						7,380 9.9	8.2*		10.0* 23 *		11.5* 26 *	8,270 11.1	10.0* 21 *		11.5* 24 *		11.8* 25 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 8.6	19 *	9.6	10.4	11.7	11.4	10.2	9.7	11.5	11.4	11.5	12.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,710 18.4		12,590 16.9		16,020 21.5				12,960 17.4			
	NBC TV						DIFF'RENT STROKES (R)		HELLO, LARRY (R)(OP)				ROCKFORD FILES (R)		EDDIE CAPRA MYSTERIES (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,700 15.7		11,180 15.0		12,070 16.2	15.1* 34 *		17.2* 36 *	10,210 13.7	14.0* 29 *		13.4* 28 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						37 14.6	16.9	34 14.9	15.2	35 14.6	34 *	17.2	17.3	14.0	14.0	13.5	13.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,770 15.8				16,170 21.7							
	ABC TV								ALL STAR FAMILY FEUD SPEC (R)(OP)						ABC FRIDAY NIGHT MOVIE MOTHER, JUGS AND SPEED(R)(SUS)(OP) (9:00-10:52PM)			
	AVERAGE AUDIENCE (Households (000) & %)						8,420 11.3	10.0*		12.6* 27 *	9,610 12.9	12.8* 26 *		12.2* 24 *		13.5* 27 *		13.3* 28 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 9.6	24 *	12.2	12.9	26 12.9	26 *	12.2	12.3	13.7	13.2	13.3	13.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,290 16.5				15,870 21.3				14,750 19.8			
	CBS TV								INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)		DALLAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)						8,570 11.5	10.1*		13.0* 28 *	12,890 17.3	16.7* 34 *		18.0* 35 *	11,920 16.0	15.9* 32 *		16.1* 35 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 9.7	25 *	12.3	13.7	35 16.1	34 *	18.2	17.8	16.1	15.7	16.2	16.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,250 15.1		9,540 12.8		12,290 16.5				10,210 13.7			
	NBC TV						DIFF'RENT STROKES (R)		HELLO, LARRY (R)(OP)				ROCKFORD FILES (R)		QUINCY, M.E.(B) (R)			
	AVERAGE AUDIENCE (Households (000) & %)						9,830 13.2		8,490 11.4		9,310 12.5	11.8* 24 *		13.3* 26 *	8,050 10.8	10.9* 22 *		10.7* 23 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 12.5	13.9	25 11.5	11.2	25 11.4	24 *	13.0	13.6	10.8	10.9	10.7	10.8
TV HOUSEHOLDS USING TV		WK. 1	38.5	39.5	40.0	40.9	41.4	43.0	43.3	44.3	44.2	45.7	46.9	47.4	47.8	48.4	47.4	46.9
(See Def. 1)		WK. 2	39.5	39.1	38.3	39.5	39.9	42.4	44.7	47.1	48.2	49.6	51.0	51.6	49.9	48.5	47.3	45.4

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE. FRI. AUG. 10, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. AUG. 4, 1979

		NATIONAL Nielsen TV AUDIENCE ESTIMATES																
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						6,630 8.9				14,230 19.1				14,680 19.7			
	ABC TV						BATTLESTAR: GALACTICA (R)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)						4,470 6.0	5.3*		6.7* 18 *	11,100 14.9	13.9* 34 *		16.0* 36 *	11,770 15.8	15.8* 35 *		15.7* 36 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 5.2	15* 5.4		18* 6.2	35 12.8	34* 15.0		36* 15.9	36 15.4	35* 16.2		36* 15.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						7,380 9.9		7,230 9.7		11,770 15.8							
	CBS TV						BAD NEWS BEARS (R)		STOCKARD CHANNING-FRIENDS (R)(OP)		CBS SATURDAY NIGHT MOVIE THIEVES LIKE US							
	AVERAGE AUDIENCE (Households (000) & %)						6,330 8.5		6,260 8.4		6,780 9.1	8.6* 21 *		8.9* 20 *		9.5* 21 *		9.5* 22 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 8.3		22 8.6		21 8.7	21* 8.5		20* 8.7		21* 9.4		22* 9.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,590 16.9				10,880 14.6				11,100 14.9			
	NBC TV						CHIPS (R)(OP)				B. J. AND THE BEAR (R)				SWORD OF JUSTICE (R)			
	AVERAGE AUDIENCE (Households (000) & %)						9,160 12.3	12.2*		12.5* 33 *	8,120 10.9	10.2* 25 *		11.6* 26 *	8,340 11.2	11.1* 24 *		11.4* 26 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						33 11.6	34* 12.8		33* 12.7	25 10.0	25* 10.4		26* 11.1	25 11.0	24* 11.2		26* 11.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,000 25.5								14,450 19.4			
	ABC TV						LOVE BOAT (R)(OP)								FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,850 15.9	11.7*		14.7* 32 *		18.0* 39 *		19.2* 39 *	11,920 16.0	16.0* 32 *		16.0* 33 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 11.0	27* 12.4		32* 14.3		39* 17.3		39* 19.3	32 16.2	32* 15.9		33* 15.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,720 11.7		6,110 8.2		11,100 14.9							
	CBS TV						BAD NEWS BEARS (R)		STOCKARD CHANNING-FRIENDS (R)(OP)		CBS SATURDAY NIGHT MOVIE MIXED COMPANY(R)							
	AVERAGE AUDIENCE (Households (000) & %)						7,230 9.7		5,510 7.4		6,630 8.9	7.3* 16 *		7.9* 16 *		9.9* 20 *		10.4* 21 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 9.3		16 10.1		18 7.4	16* 7.3		16* 7.6		20* 9.6		21* 10.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,480 18.1				11,550 15.5				12,740 17.1			
	NBC TV						CHIPS (R)(OP)				B. J. AND THE BEAR (R)				SWORD OF JUSTICE (R)			
	AVERAGE AUDIENCE (Households (000) & %)						9,910 13.3	12.5*		14.2* 31 *	9,010 12.1	11.5* 25 *		12.6* 25 *	9,910 13.3	13.2* 26 *		13.3* 27 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 12.3	29* 12.8		31* 14.2	25 11.6	25* 11.5		25* 12.2	27 13.0	26* 13.4		27* 13.7
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	32.8	34.1	34.8	35.2	35.1	36.8	37.0	38.9	40.1	42.4	44.1	45.6	45.2	45.6	44.3	43.1
		WK. 2	37.9	38.8	40.0	41.4	42.6	43.7	44.7	46.4	46.1	47.1	48.7	50.3	49.7	50.0	49.3	48.5

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE. SAT. AUG. 11, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SUN. AUG.5, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						7,300 9.8				18,550 24.9							
	ABC TV				PGA CHAMPIONSHIP-SUN. (3:30-8:00PM) (-OP)		SALVAGE 1 (8:09-9:00PM)(R) (OP)				ABC SUNDAY NIGHT MOVIE FREEBIE AND THE BEAN(R)							
	AVERAGE AUDIENCE (Households (000) & %)				6.7* 18 *		6.4* 16 *		5,220 7.0 16		10,500 14.1 28		12.3* 24 *		13.1* 24 *		15.4* 31 *	
	SHARE OF AUDIENCE %				6.4		6.3		6.4		6.5		6.3		7.1		8.0	
	AVG. AUD. BY ¼ HR.				7.0		6.4		6.3		6.4		6.5		6.3		7.1	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		15,570 20.9				13,260 17.8		12,440 16.7		13,190 17.7		14,300 19.2		14,680 19.7			
	CBS TV				60 MINUTES (R)		ALL IN THE FAMILY (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		KAZ (R)			
	AVERAGE AUDIENCE (Households (000) & %)		11,550 15.5		15.3* 39 *		15.6* 38 *		11,030 14.8 35		11,250 15.1 33		11,850 15.9 31		13,110 17.6 33		11,770 15.8 32	
	SHARE OF AUDIENCE %		14.5		16.1		15.8		15.4		14.0		15.6		14.7		15.5	
	AVG. AUD. BY ¼ HR.		14.5		16.1		15.8		15.4		14.0		15.6		14.7		15.5	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		12,960 17.4				19,820 26.6								12,740 17.1			
	NBC TV				WONDERFUL WORLD OF DISNEY THE RANGER OF BROWNSTONE(R)		BIG EVENT RESCUE FROM GILLIGAN'S ISLAND(R)(OP)								PRIME TIME SUNDAY			
	AVERAGE AUDIENCE (Households (000) & %)		8,940 12.0		10.7* 27 *		13.3* 32 *		12,590 16.9 35		14.9* 35 *		17.5* 38 *		17.2* 34 *		18.1* 34 *	
	SHARE OF AUDIENCE %		10.1		11.3		12.7		14.0		14.3		15.4		17.0		18.0	
	AVG. AUD. BY ¼ HR.		10.1		11.3		12.7		14.0		14.3		15.4		17.0		18.0	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		7,900 10.6				14,830 19.9		13,930 18.7		21,460 28.8							
	ABC TV				HARDY BOYS MYSTERIES (R)		WORK & MINDY (R)		ROPER (R)(OP)		NFL PRE-SEASON FTBL-ABC DALLAS VS SEATTLE (9:00-12:02AM)							
	AVERAGE AUDIENCE (Households (000) & %)		5,590 7.5		6.9* 17 *		8.2* 18 *		12,890 17.3 34		12,370 16.6 31		10,280 13.8 27		12.2* 23 *		14.0* 24 *	
	SHARE OF AUDIENCE %		6.6		7.2		7.7		8.6		16.3		18.3		16.5		16.6	
	AVG. AUD. BY ¼ HR.		6.6		7.2		7.7		8.6		16.3		18.3		16.5		16.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		16,170 21.7				23,990 32.2						19,370 26.0		20,190 27.1		19,820 26.6	
	CBS TV				60 MINUTES (R)		ALL IN THE FAMILY (R)(OP)				ONE DAY AT A TIME (R)		ALICE (R)		JEFFERSONS (R)			
	AVERAGE AUDIENCE (Households (000) & %)		13,040 17.5		17.1* 39 *		17.8* 38 *		14,750 19.8 37		16.1* 32 *		19.0* 35 *		24.3* 42 *		17,280 23.2 39	
	SHARE OF AUDIENCE %		16.5		17.7		17.9		17.8		16.0		16.3		18.3		19.7	
	AVG. AUD. BY ¼ HR.		16.5		17.7		17.9		17.8		16.0		16.3		18.3		19.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		12,740 17.1				15,870 21.3								13,480 18.1			
	NBC TV				WONDERFUL WORLD OF DISNEY JUSTIN MORGAN HAD A HORSE, PART 1(R)		BIG EVENT A FAMILY UPSIDE DOWN(R)(OP)								PRIME TIME SUNDAY			
	AVERAGE AUDIENCE (Households (000) & %)		9,310 12.5		11.7* 28		13.4* 29 *		8,790 11.8 21		9.9* 20 *		10.5* 20 *		12.6* 22 *		14.3* 24 *	
	SHARE OF AUDIENCE %		11.3		12.1		13.4		13.3		9.9		9.9		10.4		10.5	
	AVG. AUD. BY ¼ HR.		11.3		12.1		13.4		13.3		9.9		9.9		10.4		10.5	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	38.8	40.0	40.1	42.3	42.3	43.3	44.5	47.3	49.6	51.5	53.5	53.8	50.3	49.6	48.8	48.1
		WK. 2	42.4	44.3	45.7	46.9	48.7	50.9	52.8	54.7	56.7	58.7	59.3	60.5	59.6	58.6	55.9	53.4

U.S. TV Households: 74,500,000

For explanation of symbols, See page A

EVE.SUN. AUG.12, 1979

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

		TIME																
		SUN. 11:00 11:15 11:30 11:45				MON. 12:00 12:15 12:30 12:45				TUE. 1:00 1:15 1:30								
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,290 7.1																
	ABC TV	ABC WEEKEND REPORT-SUN																
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,990 6.7																
	SHARE OF AUDIENCE %	15																
	AVG. AUD. BY ¼ HR. %	6.7																
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,740 7.7				8,200 11.0												
	CBS TV	CBS SUNDAY NEWS-BRADLEY				LATE MOVIE I >(-OP) (OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,510 7.4				5,890 7.9 8.4*												
	SHARE OF AUDIENCE %	17				27 25 *												
	AVG. AUD. BY ¼ HR. %	7.4				8.6 8.4												
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,620 6.2				10,060 13.5				2,830 3.8								
	NBC TV	NBC LATE NIGHT MOVIE (11:30-1:29AM)(-OP)				TONIGHT SHOW				TOMORROW SHOW (M-TH)>(OP)(-OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,160 2.9 3.4*				5,960 8.0 9.3*				1,860 2.5 2.9*								
	SHARE OF AUDIENCE %	14 11 *				28 28 *				17 19 *								
	AVG. AUD. BY ¼ HR. %	3.5 3.3 2.8 2.5 2.4				9.8 8.8 8.4 7.5 6.3 5.1 3.2 2.5 2.1												
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,830 3.8																
	ABC TV	NFL PRE-SEASON FTBL-ABC DALLAS VS SEATTLE(SUS)(OP) (9:00-12:02AM)(-OP)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,610 3.5																
	SHARE OF AUDIENCE %	14.0* 13.5* 34 *																
	AVG. AUD. BY ¼ HR. %	14.7 13.3 13.5 13.6 3.8 3.4																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,670 10.3				8,050 10.8												
	CBS TV	CBS SUNDAY NEWS-BRADLEY				LATE MOVIE I >(5)(OP)(-OP) (OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,300 9.8				5,590 7.5												
	SHARE OF AUDIENCE %	20				28												
	AVG. AUD. BY ¼ HR. %	9.8				9.2												
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,620 6.2				9,760 13.1				2,830 3.8								
	NBC TV	NBC LATE NIGHT MOVIE (11:30-1:32AM)(-OP)				TONIGHT SHOW				TOMORROW SHOW (M-TH)>(OP)(-OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,610 3.5 3.5*				5,440 7.3 8.7*				1,940 2.6 2.9*								
	SHARE OF AUDIENCE %	15 10 *				26 27 *				17 18 *								
	AVG. AUD. BY ¼ HR. %	3.3 3.6 3.7 3.9 3.6				9.1 8.3 7.8 6.3 5.4 4.8 3.2 2.5 2.2												
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	44.9	39.8	31.9	27.2	23.8	21.0	18.7	34.7	32.1	29.0	26.8	23.0	19.6	16.9	15.2	13.5
		WK. 2	49.1	43.2	35.9	32.9	28.6	24.1	21.1	33.5	31.0	28.1	25.6	22.3	19.6	17.4	15.5	14.0

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.



TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %)		2,830 3.8		3,430 4.6											
				← GOOD MORNING, AMERICA 730 (CO-OP) (PARTICIPATING) →		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →											
		AVERAGE AUDIENCE (Households (000) & %)		2,240 3.0		2,910 3.9											
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		28 2.9 3.2		23 3.8 4.0											
E E K 2	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %)		2,160 2.9		3,050 4.1						4,020 5.4		4,620 6.2			
				← MORNING MON-FRI (CO-OP) (PARTICIPATING) →		← CAPTAIN KANGAROO (CO-OP) (PARTICIPATING) →						ALL IN THE FAMILY M-F (MTUWF)(S)(OP)		WHEW (10:30-10:54AM) (MTUWF)(S)(OP)			
		AVERAGE AUDIENCE (Households (000) & %)		1,340 1.8		1,860 2.5		2,910 2.1*		2,910 2.9*		3,350 4.5		4,020 5.4			
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		18 1.7 1.8 1.8		16 1.9 2.4 2.8		15* 2.1* 2.9*		17* 3.1		21 4.1 4.8		25 5.3 5.6			
W E E K 1	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %)		2,830 3.8		4,170 5.6						3,950 5.3		3,580 4.8			
				← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) →		← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) →						CARD SHARKS		ALL STAR SECRETS (SUS)(OP)			
		AVERAGE AUDIENCE (Households (000) & %)		2,240 3.0		3,350 4.5						3,200 4.3		2,830 3.8			
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		28 2.7 3.3		27 4.4 4.6						20 4.2 4.5		17 3.6 4.0			
W E E K 2	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %)		2,830 3.8		3,580 4.8											
				← GOOD MORNING, AMERICA 730 (CO-OP) (PARTICIPATING) →		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →											
		AVERAGE AUDIENCE (Households (000) & %)		2,160 2.9		2,980 4.0											
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		26 2.6 3.2		23 3.8 4.2											
W E E K 2	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %)		2,240 3.0		3,430 4.6						4,020 5.4		4,470 6.0			
				← MORNING MON-FRI (CO-OP) (PARTICIPATING) →		← CAPTAIN KANGAROO (CO-OP) (PARTICIPATING) →						ALL IN THE FAMILY M-F (MTUWF)(S)(OP)		WHEW (10:30-10:54AM) (OP)			
		AVERAGE AUDIENCE (Households (000) & %)		1,340 1.8		1,940 2.6		2,910 2.1*		2,910 3.2*		3,350 4.5		3,950 5.3			
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		17 1.8 1.9 1.8		16 1.8 2.4 2.9		14* 2.1* 3.2*		18* 3.4		22 4.3 4.8		25 5.2 5.4			
W E E K 2	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %)		3,130 4.2		4,400 5.9						3,430 4.6		3,200 4.3			
				← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) →		← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) →						CARD SHARKS		ALL STAR SECRETS (SUS)(OP)			
		AVERAGE AUDIENCE (Households (000) & %)		2,530 3.4		3,500 4.7						2,830 3.8		2,680 3.6			
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		30 3.2 3.6		27 4.8 4.6						19 3.7 3.9		17 3.4 3.7			

TV HOUSEHOLDS USING TV	WK 1	5.5	7.0	8.4	9.5	11.0	12.5	13.7	15.3	17.1	18.9	19.6	20.5	20.8	21.8	21.5	22.2
(See Def. 1)	WK 2	5.7	7.6	9.3	10.5	11.5	13.0	13.9	15.2	16.3	17.8	19.1	19.8	20.2	21.2	21.5	21.6

U.S. TV Households 74,500,000

For explanation of symbols, See page A.



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 30-AUG.3, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,230 9.7		{ 6,930 9.3		{ 3,650 4.9		{ 6,110 8.2		{ 9,690 13.0		{ 8,940 12.0					
	ABC TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (SUS)(OP)		ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,030 8.1		{ 5,810 7.8		{ 3,050 4.1		{ 5,140 6.9		{ 7,150 9.6		{ 6,930 9.3					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	37 7.7	37 8.6	32 7.6	32 8.1	16 4.0	16 4.2	24 6.7	24 7.1	32 8.7	31* 9.4	34* 9.9	32* 10.1	31* 9.1	31* 9.3	32* 9.3	32* 9.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,990 6.7		{ 6,110 8.2				{ 7,230 9.7		{ 8,420 11.3		{ 7,750 10.4		{ 7,380 9.9			
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,250 5.7		{ 5,220 7.0				{ 6,410 8.6		{ 7,450 10.0		{ 5,590 7.5		{ 5,660 7.6		{ 7.6* 7.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	26 5.5	26 5.8	30 6.6	30 7.4			30 8.5	30 8.6	36 9.7	36 10.2	25 7.3	24* 7.2	27* 7.7	26* 7.9	26* 7.6	26* 7.6
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 4,100 5.5		{ 4,690 6.3		{ 4,250 5.7		{ 4,170 5.6		{ 7,000 9.4		{ 4,690 6.3		{ 6,560 8.8			
	NBC TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		PASSWORD PLUS		HOLLYWOOD SQUARES (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,430 4.6		{ 4,020 5.4		{ 3,580 4.8		{ 3,430 4.6		{ 4,920 6.6		{ 4,170 5.6		{ 4,400 5.9		{ 5.7* 5.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	21 4.6	21 4.5	23 5.3	23 5.5	18 4.8	18 4.9	16 4.5	16 4.7	22 6.3	22* 6.5	22* 6.8	22* 6.6	19 5.6	20 5.7	20 5.6	20* 5.7
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 7,150 9.6		{ 7,300 9.8		{ 4,170 5.6		{ 5,660 7.6		{ 9,090 12.2		{ 8,720 11.7					
	ABC TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (SUS)(OP)		ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,110 8.2		{ 6,180 8.3		{ 3,500 4.7		{ 4,840 6.5		{ 6,850 9.2		{ 6,480 8.7					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	37 7.7	37 8.7	33 8.2	33 8.3	18 4.6	18 4.7	24 6.3	24 6.8	32 8.5	31* 9.1	33* 9.6	30* 9.6	29* 8.3	29* 8.2	31* 8.9	31* 9.4
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 5,360 7.2		{ 6,480 8.7				{ 7,380 9.9		{ 8,720 11.7		{ 7,150 9.6		{ 7,750 10.4			
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,470 6.0		{ 5,740 7.7				{ 6,560 8.8		{ 7,670 10.3		{ 5,440 7.3		{ 6,110 8.2		{ 8.0* 8.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	27 5.6	27 6.3	31 7.4	31 7.9			32 8.7	32 8.9	39 10.2	39 10.5	25 7.2	24* 7.0	26* 7.5	27* 7.5	27* 7.9	27* 8.2
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 3,580 4.8		{ 4,250 5.7		{ 4,100 5.5		{ 4,320 5.8		{ 7,380 9.9		{ 5,360 7.2		{ 6,710 9.0			
	NBC TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		PASSWORD PLUS		HOLLYWOOD SQUARES (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,980 4.0		{ 3,580 4.8		{ 3,500 4.7		{ 3,580 4.8		{ 5,360 7.2		{ 4,840 6.5		{ 4,690 6.3		{ 6.1* 6.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	18 3.9	18 4.1	19 4.6	19 4.9	18 4.6	18 4.8	18 4.6	18 5.0	25 6.9	25* 7.1	26* 7.5	23* 7.3	23 6.6	21 6.4	21 6.1	21* 6.1
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	22.3	22.9	23.5	25.1	27.0	28.2	28.5	29.1	28.9	29.2	29.4	29.5	29.7	28.9	29.1
		WK. 2	22.1	23.4	24.5	25.7	26.8	27.8	27.2	28.0	27.7	28.6	28.6	28.7	28.5	29.0	29.9

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.6-10, 1979

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	9,390 12.6					4,400 5.9									8,490 11.4			
			GENERAL HOSPITAL				EDGE OF NIGHT								ABC WORLD NEWS TONIGHT					
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{	7,600 10.2	9.9*			10.4*	3,730 5.0									7,080 9.5			
	SHARE OF AUDIENCE %		34	34 *			35 *	18									23			
	AVG. AUD. BY 1/4 HR. %		9.7	10.2	10.5	10.4	5.1	5.0									9.2	9.7		
	TOTAL AUDIENCE (Households (000) & %)	{					7,000 9.4					2,980 4.0					9,460 12.7			
		GUIDING LIGHT				M*A*S*H M-F				LOVE OF LIFE				CBS EVENING NEWS-CRONKITE						
CBS TV																				
AVERAGE AUDIENCE (Households (000) & %)	{			6,110 7.7*	8.2			2,460 3.3									8,200 11.0			
SHARE OF AUDIENCE %				26 *	28			12									27			
AVG. AUD. BY 1/4 HR. %		7.7	7.7	7.8	8.4	3.3	3.4									10.8	11.1			
TOTAL AUDIENCE (Households (000) & %)	{					ANOTHER WORLD												8,200 11.0		
NBC TV																				
AVERAGE AUDIENCE (Households (000) & %)	{			6.1*			6.0*									7,150 9.6				
SHARE OF AUDIENCE %				21 *			20 *									24				
AVG. AUD. BY 1/4 HR. %		6.0	6.1	6.2	5.9									9.6	9.7					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	9,610 12.9					4,620 6.2									7,970 10.7			
			GENERAL HOSPITAL				EDGE OF NIGHT								ABC WORLD NEWS TONIGHT					
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{	7,600 10.2	9.9*			10.5*	3,950 5.3									6,930 9.3			
	SHARE OF AUDIENCE %		33	33 *			34 *	18									23			
	AVG. AUD. BY 1/4 HR. %		9.7	10.1	10.5	10.5	5.5	5.1									9.1	9.5		
	TOTAL AUDIENCE (Households (000) & %)	{					7,300 9.8					3,130 4.2					9,390 12.6			
		GUIDING LIGHT				M*A*S*H M-F				LOVE OF LIFE (M*TH*F)(S)(OP)				CBS EVENING NEWS-CRONKITE						
CBS TV																				
AVERAGE AUDIENCE (Households (000) & %)	{			6,180 8.3*	8.3			2,610 3.5									8,200 11.0			
SHARE OF AUDIENCE %				27 *	27			12									27			
AVG. AUD. BY 1/4 HR. %		8.4	8.3	8.1	8.5	3.5	3.4									11.1	11.0			
TOTAL AUDIENCE (Households (000) & %)	{					ANOTHER WORLD												8,200 11.0		
NBC TV																				
AVERAGE AUDIENCE (Households (000) & %)	{			6.3*			6.4*									7,080 9.5				
SHARE OF AUDIENCE %				21 *			21 *									23				
AVG. AUD. BY 1/4 HR. %		6.3	6.2	6.3	6.4									9.4	9.7					
TV HOUSEHOLDS USING TV		WK. 1	28.9	29.7	29.5	30.0	28.1	29.0	29.7	30.9	31.8	33.3	34.2	36.0	38.5	39.9	40.4	41.2		
(See Def. 1)		WK. 2	30.0	30.4	30.5	31.0	29.1	29.9	30.1	31.6	32.8	34.6	35.8	37.1	38.8	39.8	40.2	41.1		

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 4, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	3.6	4.3	4.9	6.3	7.9	9.4	11.3	13.4	15.9	17.9	19.4	19.5	19.5	20.4	20.4	20.8
		WK. 2	3.2	4.1	4.6	6.6	8.7	10.6	13.0	15.0	16.9	18.6	19.6	20.8	23.2	23.2	22.8	23.0

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SAT. AUG. 11, 1979



TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,260 8.4	4,320 5.8	4,990 6.7	7,230 9.7	AMERICAN BANDSTAND '79 →											
	ABC TV		CHALLENGE-SUPERFRIENDS 3 (OP)	BIGFOOT AND WILBOY	ALL NEW PINK PANTHER (OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{	5,070 6.8	3,870 5.2	4,020 5.4	4,170 5.6	5.2*	6.1*										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	32 6.9	25 6.6	25 5.1	25 5.2	24* 5.3	27* 5.4	27* 5.2	27* 5.1	27* 5.7	27* 6.5						
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,140 6.9	4,320 5.8	4,250 5.7	4,990 6.7	3,580 4.8	4,400 5.9										
	CBS TV		TARZAN AND SUPER SEVEN 2	TARZAN AND SUPER SEVEN 3 (OP)	SPACE ACADEMY (OP)	FAT ALBERT AND COSBY KIDS (OP)	ARK II (OP)	CBS SAT. FILM FESTIVAL CHIPMATES(OP)										
	AVERAGE AUDIENCE (Households (000) & %)	{	3,800 5.1	3,870 5.2	3,580 4.8	4,100 5.5	3,050 4.1	3,430 4.6										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 5.5	25 4.7	22 5.0	24 5.3	17 4.8	19 4.8	19 5.4	19 5.6	19 3.8	19 4.4	19 4.5	19 4.6				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,140 6.9	5,070 6.8	3,950 5.3	2,830 3.8	4,540 6.1	11,400 15.3										
	NBC TV		FRED AND BARNEY SHOW	JETSONS (OP)	BUFORD & GALLOPING GHOST	FABULOUS FUNNIES	(1) NBC MAJOR LEAGUE BSBL (-OP) PHILADELPHIA VS PITTSBURGH & BOSTON VS MILWAUKEE (2:17-4:58PM)											
	AVERAGE AUDIENCE (Households (000) & %)	{	3,870 5.2	4,400 5.9	3,130 4.2	2,460 3.3	4,100 5.5	5,590 7.5	7.1*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	25 4.6	28 5.7	19 6.0	15 5.8	23 4.3	28* 4.2	28* 3.2	28* 3.4	28* 6.9	28* 7.4						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,300 9.8	4,990 6.7	6,630 8.9	7,450 10.0	AMERICAN BANDSTAND '79 →											
	ABC TV		CHALLENGE-SUPERFRIENDS 3 (OP)	BIGFOOT AND WILBOY	ALL NEW PINK PANTHER (OP)													
	AVERAGE AUDIENCE (Households (000) & %)	{	5,960 8.0	4,540 6.1	5,070 6.8	4,920 6.6	6.0*	7.2*										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	36 7.9	25 8.0	28 6.2	28 6.0	25* 6.7	30* 6.8	30* 6.0	30* 6.8	30* 7.2	30* 7.7						
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,070 6.8	4,990 6.7	4,020 5.4	4,020 5.4	3,130 4.2	4,020 5.4	12,670 17.0									
	CBS TV		TARZAN AND SUPER SEVEN 2	TARZAN AND SUPER SEVEN 3 (OP)	SPACE ACADEMY (OP)	FAT ALBERT AND COSBY KIDS (OP)	ARK II (OP)	CBS SAT. FILM FESTIVAL THAT'S MY NAME-DON'T WEAR IT OUT(OP)	NFL PRE-SEASON FTBL-CBS CHICAGO VS NEW ORLEANS									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,250 5.7	4,470 6.0	3,430 4.6	3,280 4.4	2,530 3.4	3,200 4.3	5,220 7.0	6.7*	6.4*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 5.7	25 5.7	19 6.1	19 6.0	15 4.9	18 4.3	25 4.5	26* 3.5	26* 3.3	26* 3.9	26* 4.6	26* 6.8	26* 6.7	26* 6.5	26* 6.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,140 6.9	6,410 8.6	4,100 5.5	3,580 4.8	13,340 17.9											
	NBC TV		FRED AND BARNEY SHOW	JETSONS (OP)	BUFORD & GALLOPING GHOST	FABULOUS FUNNIES	NBC MAJOR LEAGUE BASEBALL PITTSBURGH VS PHILADELPHIA & MILWAUKEE VS BOSTON (2:12-5:44PM)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{	4,400 5.9	5,290 7.1	3,500 4.7	3,050 4.1	5,510 7.4	6.7*										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	25 5.7	29 6.2	19 7.2	17 7.1	26 5.0	25* 5.3	25* 6.3	25* 7.1								
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	21.2	21.4	21.2	21.2	21.1	22.6	22.6	23.2	23.2	23.9	23.3	24.0	24.0	24.4	25.0	25.7
		WK. 2	22.5	23.6	24.2	24.3	24.1	24.4	23.9	23.6	23.3	24.0	23.6	24.2	24.7	26.1	26.7	27.3

U.S. TV Households 74,500,000  
(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:17PM)

For explanation of symbols, See page A

DAY SAT. AUG. 11, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 4, 1979

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		7,080 9.5										7,520 10.1					
	ABC TV		ABC WIDE WORLD-SPORTS SAT										PGA CHAMPIONSHIP-SAT					
	AVERAGE AUDIENCE (Households (000) & %)		3,130								3,800							
	SHARE OF AUDIENCE %		4.2	4.1*		4.4*		4.2*			5.1	4.9*		5.1*		5.5*		5.0*
	AVG. AUD. BY ¼ HR. %		15	15 *		15 *		15 *			17	18 *		18 *		18 *		16 *
			4.0	4.2	4.5	4.3	4.1	4.2			4.8	4.9	5.0	5.1	5.2	5.7	5.1	4.9
	TOTAL AUDIENCE (Households (000) & %)		8,340 11.2										7,080 9.5					
	CBS TV		CBS SPORTS SPECTACULAR										CBS SAT. NEWS-SCHIEFFER					
	AVERAGE AUDIENCE (Households (000) & %)						3,430										5,960	
	SHARE OF AUDIENCE %						4.6	3.7*				5.0*		5.1*			8.0	
W E E K 2	AVG. AUD. BY ¼ HR. %						16	13 *				18 *		18 *			24	
							3.8	3.5			4.9	5.1	5.0	5.2			7.7	8.3
	TOTAL AUDIENCE (Households (000) & %)		5,510 7.4										5,510 7.4					
	NBC TV		NBC MAJOR LEAGUE BASEBALL PHILADELPHIA VS PITTSBURGH & BOSTON VS MILWAUKEE (2:17-4:58PM)										NBC NIGHTLY NEWS-SAT.					
	AVERAGE AUDIENCE (Households (000) & %)			8.0*		8.0*		7.2*		7.9*							4,690	
	SHARE OF AUDIENCE %			30 *		28 *		25 *		27 *							6.3	
	AVG. AUD. BY ¼ HR. %		7.9	8.1	8.2	7.8	7.2	7.1	7.7	8.0							19	5.9
																	6.6	
	TOTAL AUDIENCE (Households (000) & %)		12,890 17.3										12,890 17.3					
	ABC TV		ABC WIDE WORLD-SPORTS SAT															
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)										7,230						7,600	
	SHARE OF AUDIENCE %										9.7	9.1*		9.8*		10.3*		
	AVG. AUD. BY ¼ HR. %										30	30 *		31 *		30 *		
											8.4	9.7	9.8	9.9	10.3	10.4		
	TOTAL AUDIENCE (Households (000) & %)		5,660 7.6										5,660 7.6					
	CBS TV		NFL PRE-SEASON FTBL-CBS CHICAGO VS NEW ORLEANS										HARTFORD OPEN-SAT					
	AVERAGE AUDIENCE (Households (000) & %)			6.8*		7.1*		7.6*		7.3*	3,200			4.5*			6,330	
	SHARE OF AUDIENCE %			25 *		26 *		27 *		25 *	4.3	4.2*		15 *			8.5	
	AVG. AUD. BY ¼ HR. %		6.5	7.1	7.0	7.1	7.7	7.6	7.5	7.1	14	14 *		4.8			23	8.7
											4.4	4.1	4.2				8.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		5,660 7.6										5,660 7.6					
	NBC TV		NBC MAJOR LEAGUE BASEBALL PITTSBURGH VS PHILADELPHIA & MILWAUKEE VS BOSTON (2:12-5:44PM)(-OP)										AAU JUNIOR OLYMPICS-SAT (5:44-6:30PM)					
	AVERAGE AUDIENCE (Households (000) & %)			7.6*		7.3*		7.1*		7.7*		8.5*		5.1		5.3*	6.2	
	SHARE OF AUDIENCE %			28 *		27 *		25 *		26 *		29 *		16		16 *	17	
	AVG. AUD. BY ¼ HR. %		7.7	7.5	7.4	7.1	7.2	7.0	7.3	8.1	8.8	8.2	5.8	4.8	5.1	5.4	6.3	6.0
	TV HOUSEHOLDS USING TV WK. 1		26.4	27.4	27.5	28.6	28.5	29.3	29.2	28.2	27.9	28.6	28.8	30.3	30.9	32.1	32.6	32.7
	(See Def. 1) WK. 2		27.5	27.5	26.6	27.2	27.0	28.3	28.5	30.3	30.2	31.4	32.3	31.8	33.3	35.7	37.5	38.0
	U.S. TV Households: 74,500,000																	

For explanation of symbols, See page A.

DAY SAT. AUG. 11, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 5, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)												2,010 2.7		KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																1,420 1.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																11 1.8	
																	2.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		890 1.2		1,120 1.5		2,310 3.1		SUNDAY MORNING				FOR OUR TIMES (SUS)					
	CBS TV		WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)													
	AVERAGE AUDIENCE (Households (000) & %)		600 .8		970 1.3		1,190 1.6		1.4*		1.7*		1.8*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		10 .6		12 1.1		12 1.4		12* 1.2		13* 1.6		12* 1.8					
WEEK 3	TOTAL AUDIENCE (Households (000) & %)												2,680 3.6		KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																2,010 2.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																14 2.4	
																	2.9	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		970 1.3		890 1.2		2,680 3.6		SUNDAY MORNING				FOR OUR TIMES (SUS)					
	CBS TV		WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)													
	AVERAGE AUDIENCE (Households (000) & %)		600 .8		750 1.0		1,340 1.8		1.6*		2.1*		1.9*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		11 .7		10 .9		12 1.4		13* 1.7		14* 2.1		12* 1.9					
WEEK 5	TOTAL AUDIENCE (Households (000) & %)												2,010 2.7		KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																1,420 1.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																11 1.8	
																	2.1	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		890 1.2		1,120 1.5		2,310 3.1		SUNDAY MORNING				FOR OUR TIMES (SUS)					
	CBS TV		WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)													
	AVERAGE AUDIENCE (Households (000) & %)		600 .8		970 1.3		1,190 1.6		1.4*		1.7*		1.8*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		10 .6		12 1.1		12 1.4		12* 1.2		13* 1.6		12* 1.8					
WEEK 7	TOTAL AUDIENCE (Households (000) & %)												2,680 3.6		KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																2,010 2.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																14 2.4	
																	2.9	
WEEK 8	TOTAL AUDIENCE (Households (000) & %)		970 1.3		890 1.2		2,680 3.6		SUNDAY MORNING				FOR OUR TIMES (SUS)					
	CBS TV		WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)													
	AVERAGE AUDIENCE (Households (000) & %)		600 .8		750 1.0		1,340 1.8		1.6*		2.1*		1.9*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		11 .7		10 .9		12 1.4		13* 1.7		14* 2.1		12* 1.9					
WEEK 9	TOTAL AUDIENCE (Households (000) & %)												2,010 2.7		KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																1,420 1.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																11 1.8	
																	2.1	
WEEK 10	TOTAL AUDIENCE (Households (000) & %)		890 1.2		1,120 1.5		2,310 3.1		SUNDAY MORNING				FOR OUR TIMES (SUS)					
	CBS TV		WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)													
	AVERAGE AUDIENCE (Households (000) & %)		600 .8		970 1.3		1,190 1.6		1.4*		1.7*		1.8*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		10 .6		12 1.1		12 1.4		12* 1.2		13* 1.6		12* 1.8					
WEEK 11	TOTAL AUDIENCE (Households (000) & %)												2,680 3.6		KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																2,010 2.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																14 2.4	
																	2.9	
WEEK 12	TOTAL AUDIENCE (Households (000) & %)		970 1.3		890 1.2		2,680 3.6		SUNDAY MORNING				FOR OUR TIMES (SUS)					
	CBS TV		WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)													
	AVERAGE AUDIENCE (Households (000) & %)		600 .8		750 1.0		1,340 1.8		1.6*		2.1*		1.9*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		11 .7		10 .9		12 1.4		13* 1.7		14* 2.1		12* 1.9					
WEEK 13	TOTAL AUDIENCE (Households (000) & %)												2,010 2.7		KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																1,420 1.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																11 1.8	
																	2.1	
WEEK 14	TOTAL AUDIENCE (Households (000) & %)		890 1.2		1,120 1.5		2,310 3.1		SUNDAY MORNING				FOR OUR TIMES (SUS)					
	CBS TV		WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)													
	AVERAGE AUDIENCE (Households (000) & %)		600 .8		970 1.3		1,190 1.6		1.4*		1.7*		1.8*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		10 .6		12 1.1		12 1.4		12* 1.2		13* 1.6		12* 1.8					
WEEK 15	TOTAL AUDIENCE (Households (000) & %)												2,680 3.6		KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																2,010 2.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																14 2.4	
																	2.9	
WEEK 16	TOTAL AUDIENCE (Households (000) & %)		970 1.3		890 1.2		2,680 3.6		SUNDAY MORNING				FOR OUR TIMES (SUS)					
	CBS TV		WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)													
	AVERAGE AUDIENCE (Households (000) & %)		600 .8		750 1.0		1,340 1.8		1.6*		2.1*		1.9*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		11 .7		10 .9		12 1.4		13* 1.7		14* 2.1		12* 1.9					
WEEK 17	TOTAL AUDIENCE (Households (000) & %)												2,010 2.7		KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																1,420 1.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																11 1.8	
																	2.1	
WEEK 18	TOTAL AUDIENCE (Households (000) & %)		890 1.2		1,120 1.5		2,310 3.1		SUNDAY MORNING				FOR OUR TIMES (SUS)					
	CBS TV		WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)													
	AVERAGE AUDIENCE (Households (000) & %)		600 .8		970 1.3		1,190 1.6		1.4*		1.7*		1.8*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		10 .6		12 1.1		12 1.4		12* 1.2		13* 1.6		12* 1.8					
WEEK 19	TOTAL AUDIENCE (Households (000) & %)												2,680 3.6		KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																2,010 2.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																14 2.4	
																	2.9	
WEEK 20	TOTAL AUDIENCE (Households (000) & %)		970 1.3		890 1.2		2,680 3.6		SUNDAY MORNING				FOR OUR TIMES (SUS)					
	CBS TV		WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)													
	AVERAGE AUDIENCE (Households (000) & %)		600 .8		750 1.0		1,340 1.8		1.6*		2.1*		1.9*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		11 .7		10 .9		12 1.4		13* 1.7		14* 2.1		12* 1.9					
WEEK 21	TOTAL AUDIENCE (Households (000) & %)												2,010 2.7		KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																1,420 1.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																11 1.8	
																	2.1	
WEEK 22	TOTAL AUDIENCE (Households (000) & %)		890 1.2		1,120 1.5		2,310 3.1		SUNDAY MORNING				FOR OUR TIMES (SUS)					
	CBS TV		WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)													
	AVERAGE AUDIENCE (Households (000) & %)		600 .8		970 1.3		1,190 1.6		1.4*		1.7*		1.8*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		10 .6		12 1.1		12 1.4		12* 1.2		13* 1.6		12* 1.8					
WEEK 23	TOTAL AUDIENCE (Households (000) & %)												2,680 3.6		KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																2,010 2.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																14 2.4	
																	2.9	
WEEK 24	TOTAL AUDIENCE (Households (000) & %)		970 1.3		890 1.2		2,680 3.6		SUNDAY MORNING				FOR OUR TIMES (SUS)					
	CBS TV		WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)													
	AVERAGE AUDIENCE (Households (000) & %)		600 .8		750 1.0		1,340 1.8		1.6*		2.1*		1.9*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		11 .7		10 .9		12 1.4		13* 1.7		14* 2.1		12* 1.9					
WEEK 25	TOTAL AUDIENCE (Households (000) & %)												2,010 2.7		KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																1,420 1.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																11 1.8	
																	2.1	
WEEK 26	TOTAL AUDIENCE (Households (000) & %)		890 1.2		1,120 1.5		2,310 3.1		SUNDAY MORNING				FOR OUR TIMES (SUS)					
	CBS TV		WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)													
	AVERAGE AUDIENCE (Households (000) & %)		600 .8		970 1.3		1,190 1.6		1.4*		1.7*		1.8*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		10 .6		12 1.1		12 1.4		12* 1.2		13* 1.6		12* 1.8					
WEEK 27	TOTAL AUDIENCE (Households (000) & %)												2,680 3.6		KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																2,010 2.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																14 2.4	
																	2.9	
WEEK 28	TOTAL AUDIENCE (Households (000) & %)		970 1.3		890 1.2		2,680 3.6		SUNDAY MORNING				FOR OUR TIMES (SUS)					
	CBS TV		WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)													
	AVERAGE AUDIENCE (Households (000) & %)		600 .8		750 1.0		1,340 1.8		1.6*		2.1*		1.9*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		11 .7		10 .9		12 1.4		13* 1.7		14* 2.1		12* 1.9					
WEEK 29	TOTAL AUDIENCE (Households (000) & %)												2,010 2.7		KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																1,420 1.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																11 1.8	
																	2.1	
WEEK 30	TOTAL AUDIENCE (Households (000) & %)		890 1.2		1,120 1.5		2,310 3.1		SUNDAY MORNING				FOR OUR TIMES (SUS)					
	CBS TV		WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)													
	AVERAGE AUDIENCE (Households (000) & %)		600 .8		970 1.3		1,190 1.6		1.4*		1.7*		1.8*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		10 .6		12 1.1		12 1.4		12* 1.2		13* 1.6		12* 1.8					
WEEK 31	TOTAL AUDIENCE (Households (000) & %)												2,680 3.6		KIDS ARE PEOPLE TOO I (SUS)			

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	2.5	3.1	3.7	4.3	5.6	7.3	8.6	10.0	10.8	12.6	14.2	14.5	15.4	16.3	16.2	17.2
	WK. 2	3.0	3.3	3.9	4.3	5.5	7.5	9.1	9.6	10.6	13.3	14.9	16.0	16.9	18.1	18.4	19.4

U.S. TV Households: 74,500,000

For explanation of symbols, See page A

DAY SUN. AUG. 12, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 5, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,530 3.4		{ 1,790 2.4		{ 2,530 3.4											
	ABC TV	KIDS ARE PEOPLE TOO !!!		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,860 2.5		{ 1,420 1.9		{ 1,860 2.5											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 14 2.6		% 11 2.4		% 12 2.7											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			{ 2,310 3.1										{ 4,100 5.5			
	CBS TV			FACE THE NATION										INT'L GRAND PRIX TENNIS			
	AVERAGE AUDIENCE (Households (000) & %)			{ 1,790 2.4										{ 1,560 2.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			% 14 2.3		% 2.6								% 8 2.7			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					{ 2,760 3.7										{ 8,790 11.8	
	NBC TV					MEET THE PRESS		RELIGIOUS SERIES (SUS)								NAT'L SPORTS FESTIVAL U.S. MINI OLYMPICS	
	AVERAGE AUDIENCE (Households (000) & %)					{ 2,310 3.1								{ 4,100 5.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					% 16 3.2		% 2.9						% 20 3.2			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,310 3.1		{ 2,380 3.2		{ 2,980 4.0											
	ABC TV	KIDS ARE PEOPLE TOO !!!		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,010 2.7		{ 1,790 2.4		{ 2,090 2.8											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 14 2.9		% 12 2.6		% 12 3.0		% 2.6									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			{ 2,980 4.0										{ 8,200 11.0			
	CBS TV			FACE THE NATION										US CLAY COURT TENNIS (2:00-4:24PM)(4:34-5:51PM)			
	AVERAGE AUDIENCE (Households (000) & %)			{ 2,460 3.3										{ 2,460 3.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			% 17 3.1		% 3.4								% 11 3.0			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					{ 3,730 5.0				{ 15,270 20.5							
	NBC TV					MEET THE PRESS										NFL PRE-SEASON FTBL-NBC NEW YORK JETS VS HOUSTON (1:30-4:31PM)	
	AVERAGE AUDIENCE (Households (000) & %)					{ 2,760 3.7				{ 6,850 9.2		{ 7.0*		{ 8.6*		{ 9.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					% 17 3.8		% 3.7		% 32 6.6		% 27 *		% 32 *		% 35 *	
TV HOUSEHOLDS USING TV WK. 1		17.6	18.0	17.6	18.1	18.2	18.8	19.9	20.7	20.9	22.5	23.8	25.2	24.9	25.7	26.1	27.4
(See Def. 1) WK. 2		19.2	19.7	20.4	21.1	21.1	21.7	21.6	23.3	25.1	26.9	27.3	27.7	27.8	29.0	28.9	29.5

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SUN. AUG. 12, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 5, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 2,680 3.6		{ 11,250 15.1											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 7	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 8	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 9	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 10	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 11	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 12	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 13	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 14	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 15	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 16	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 17	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 18	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 19	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 20	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 21	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 22	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 23	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 24	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 25	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 26	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 27	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 28	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 29	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 30	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 31	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 32	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 33	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 34	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 35	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 36	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 37	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 38	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 39	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 40	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 41	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 42	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 43	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 44	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 45	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 46	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 47	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 48	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 49	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 50	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 51	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 52	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 53	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 54	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 55	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 56	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 57	TOTAL AUDIENCE (Households (000) & %)		{		{											
	NBC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 58	TOTAL AUDIENCE (Households (000) & %)		{		{											
	ABC TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 59	TOTAL AUDIENCE (Households (000) & %)		{		{											
	CBS TV		{		{											
	AVERAGE AUDIENCE (Households (000) & %)		{		{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		{											
WEEK 60	TOTAL AUDIENCE (Households (000) &															

U.S. TV Households: 74,500,000

For explanation of symbols, See page A

DAY SUN. AUG. 12, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC BASEBALL FILL 1(SUS)	1	10.40-10.46PM	10.30														
ABC BASEBALL FILL 2(SUS)	1	10.40-11.00PM	10.30														
ABC BASEBALL FILL 3(SUS)	2	11.00-11.01PM	11.00														
ABC BASEBALL FILL 4(SUS)	2	11.00-11.07PM	11.00														
NBC NBC UPDATE-MON(SUS)	2	9.47- 9.49PM	9.45														
NBC NBC NEWS UPDATE-MON(SUS)	1	10.24-10.26PM	10.15														
EVENING TUESDAY																	
CBS FEATURETTE(SUS)	2	10.55-10.58PM	10.45														
NBC NBC NEWS UPDATE-TUE(SUS)	2	10.33-10.34PM	10.30														
NBC NBC NEWS FEATURE(SUS)	1	10.52-11.00PM	10.45														
EVENING THURSDAY																	
NBC NBC NEWS UPDATE-THU(SUS)	2	10.35-10.37PM	10.30														
EVENING FRIDAY																	
ABC PROMO FILL(SUS)	2	10.52-11.00PM	10.45														



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			HOUSEHOLDS (000)	%
EVENING SUNDAY-CONT'D																			
NBC NBC LATE NIGHT MOVIE-CONT'D	2	11.30- 1.32AM	→GRID									4,620	6.2	2,610	3.5	15			
			12.45					2.5*	14*	2.7					3.5*	18*	3.4		
			1.00							3.0							3.3		
			1.15					2.9*	20*	2.8					3.3*	22*	3.3		
			1.30														3.2		
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F	1	>	8.15	11,100	14.9	11,100	14.9	28	8.0	M-F		13,480	18.1	13,480	18.1	34	12.2		
	2	>	8.45														20.0		
			9.45						19.4	TU-TH									
			10.45						8.1	MON.									
ABC PGA CHAMPIONSHIP-FRI.(S)	1	11.30-12.00MD	11.30	4,470	6.0	3,580	4.8	14	5.3	FRI.									
			11.45						4.2	FRI.									
ABC POLICE STORY-MON.		11.30-12.41AM	11.30	7,520	10.1	4,690	6.3	22	7.0	MON.		5,740	7.7	3,800	5.1	18	5.9		
			11.45				6.6*	21*	6.2	MON.					5.5*	17*	5.2		
			12.00						6.2	MON.							4.8		
			12.15				6.2*	24*	6.2	MON.					4.8*	19*	4.9		
			12.30						5.8	MON.							4.7		
ABC POLICE WOMAN		11.30-12.37AM	11.30	8,640	11.6	6,030	8.1	27	9.4	WED.		8,270	11.1	6,030	8.1	27	8.5		
			11.45				8.9*	26*	8.4	WED.					8.2*	24*	8.0		
			12.00						8.0	WED.							8.2		

			12.15				7.7*	28*	7.5	WED.					8.2*	29*	8.1	WED.	
			12.30						6.5	WED.					7.2	WED.	7.2	WED.	
ABC SOAP	2	11.30-12.34AM	11.30									8,120	10.9	4,990	6.7	22	7.0	FRI.	
			11.45												6.8*	21*	6.6	FRI.	
			12.00														6.5	FRI.	
			12.15												6.7*	24*	6.8	FRI.	
			12.30														5.8	FRI.	
ABC STARKY AND HUTCH-11:30		11.30-12.37AM	11.30	6,930	9.3	4,840	6.5	21	6.6	THU.		6,930	9.3	4,690	6.3	22	6.3	THU.	
			11.45				6.5*	19*	6.4	THU.					6.1*	18*	5.8	THU.	
			12.00						6.8	THU.							6.3	THU.	
			12.15				6.7*	24*	6.7	THU.					6.6*	25*	6.8	THU.	
			12.30						5.9	THU.							6.1	THU.	
ABC TUESDAY MOVIE OF THE WEEK		11.30-12.41AM	11.30	8,420	11.3	4,770	6.4	22	8.6	TUE.		6,410	8.6	4,250	5.7	22	6.6	TUE.	
			11.45				7.7*	23*	6.9	TUE.					6.2*	21*	5.8	TUE.	
			12.00						5.5	TUE.							5.8	TUE.	
			12.15				5.5*	19*	5.5	TUE.					5.5*	22*	5.3	TUE.	
			12.30						5.3	TUE.							4.8	TUE.	
ABC CALIFORNIA JAM II(S)	1	12.00- 1.07AM	12.00	4,400	5.9	2,530	3.4	13	3.7	FRI.									
			12.15				3.6*	12*	3.6	FRI.									
			12.30						3.5	FRI.									
			12.45				3.3*	14*	3.1	FRI.									
			1.00						2.8	FRI.									
ABC BARETTA-THU.	1	12.37- 1.20AM	12.30	4,170	5.6	3,350	4.5	24	5.0	THU.		5,220	7.0	4,320	5.8	32	5.9	THU.	
	2	12.37- 1.27AM	12.30				4.7*	23*	4.5	THU.					6.0*	29*	6.0	THU.	
			12.45						4.4	THU.							5.8	THU.	
			1.00						4.3	THU.					5.7*	34*	5.6	THU.	
			1.15				4.4*	28*											

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2														
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS							
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %									
EVENING MONDAY-FRIDAY-CONT'D																								
ABC BARETTA-WED.	1	12.37- 1.29AM	12.30	5,360	7.2	4,020	5.4	32	5.3	WED.	4,920	6.6	3,730	5.0	27	5.5	WED.							
	2	12.37- 1.18AM	12.30																					
			12.45																5.4*	28*	5.5	WED.	4.9	WED.
			1.00																		5.5	WED.	4.8	WED.
			1.15																	5.5*	38*	5.5	WED.	4.9
ABC POLICE STORY-MON. 2	1	12.41- 1.28AM	12.30	5,140	6.9	4,250	5.7	33	5.7	MON.	4,170	5.6	3,500	4.7	29	4.9	MON.							
	2	12.41- 1.27AM	12.30																					
			12.45																		5.5	MON.	4.8	MON.
			1.00																		6.0	MON.	4.6	MON.
			1.15																5.9*	38*	5.8	MON.	4.6	MON.
ABC TUESDAY MOVIE-WEEK PART 2	1	12.41- 1.44AM	12.30	4,840	6.5	3,580	4.8	27	5.1	TUE.	4,020	5.4	3,430	4.6	24	4.8	TUE.							
	2	12.41- 1.21AM	12.30																					
			12.45																		5.3	TUE.	4.7	TUE.
			1.00																		4.9	TUE.	4.5	TUE.
			1.15																4.8*	28*	4.7	TUE.	4.7	TUE.
		1.30						4.2	TUE.															
CBS NEWSBREAK-M-F	1	>	8.45	7,970	10.7	7,750	10.4	21	11.1	M-F	8,120	10.9	8,120	10.9	22	10.9	M-F							
	2	8.58- 8.59PM	8.45																					
			9.00																	9.1	TUE.			
CBS LATE MOVIE I		>	-GRID	8,200	11.0	5,890	7.9	27		M-F	8,050	10.8	5,590	7.5	28		M-F							

CBS YOUR TURN LETTERS(S)	2	11.30-12.00MD	11.45	4,690	6.3	3,580	4.8	25	7.6	MTUWF	5,140	6.9	4,540	6.1	18	9.0*	28*	8.8	MTUHF
			12.00						7.5	MTUWF						7.2*	27*	7.4	MTUWF
			12.15						6.8	MTUWF								7.1	MTUWF
			12.30															6.7	MTUWF
			12.45															4.2	MTUWF
CBS LATE MOVIE II		>	1.00	4,690	6.3	3,580	4.8	25			4,920	6.6	3,800	5.1	27			4.3	MTUWF
			11.30															4.2	WED.
			11.45															6.4	WED.
			12.00						6.9	M-F								5.8	M-F
			12.15						5.9	THU.								7.0	THU.
NBC NBC NEWS UPDATE-M-F	8.58- 8.59PM	8.45	12.30	7,820	10.5	7,820	10.5	22	5.2	M-F	7,970	10.7	7,970	10.7	22			6.0	MTUHF
			12.45						4.4*	21*								5.2	MTUHF
			1.00						4.6	M-F								4.8	MTUWF
			1.15						4.2	M-F								4.6	MTUWF
			1.30						4.5*	27*								3.6	WED.
NBC MIDNIGHT SPECIAL	1.00- 2.30AM	1.00	1.45	5,070	6.8	2,530	3.4	24			5,360	7.2	3,050	4.1	26			3.6	WED.
			1.15															3.6	WED.
			1.30															5.1*	30*
			1.45															3.6*	28*
			2.00															10.7	M-F
NBC TOMORROW SHOW	>	-GRID	2.15	2,830	3.8	1,860	2.5	17	10.5	M-F	2,830	3.8	1,940	2.6	17			4.5	FRI.
			1.45						4.5	FRI.								4.8*	26*
									4.0	FRI.								4.4	FRI.
									3.4	FRI.								3.8	FRI.
									3.1	FRI.								3.8	FRI.
DAY MONDAY-FRIDAY ABC ABC NEWSBRIEF- 1.58PM(SUS)	1.58- 1.59PM	1.45	2.00	2,830	3.8	1,860	2.5	17	3.0	FRI.	2,830	3.8	1,940	2.6	17			2.8	FRI.
			2.15						2.4	FRI.								2.1*	16*
									1.9	M-TH									M-TH
																			M-F
																			M-F

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
CBS MAGAZINE(S)	1	10.00-10.54AM	10.00	5,290	7.1	3,430	4.6	21	4.1	THU.							
			10.15				4.3*	21*	4.4	THU.							
			10.30						5.2	THU.							
			10.45				5.1*	23*	4.9	THU.							
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	3,870	5.2	3,280	4.4	20	4.4	M-F	3,800	5.1	3,280	4.4	21	4.4	M-F
CBS RAZZMATAZZ(S)	2	4.00- 4.30PM	4.00								5,220	7.0	4,250	5.7	20	6.0	TUE.
			4.15													5.5	TUE.
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F							M-F
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F							M-F
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F							M-F
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	1,790	2.4	1,640	2.2	25	2.2		1,860	2.5	1,790	2.4	23	2.4	
ABC SCHOOLHOUSE ROCK-8.57AM		8.57- 9.00AM	8.45	2,980	4.0	2,910	3.9	33	3.9		3,280	4.4	3,130	4.2	31	4.2	
ABC SCHOOLHOUSE ROCK-9.56AM		9.56- 9.59AM	9.45	3,870	5.2	3,730	5.0	26	5.0		4,400	5.9	4,100	5.5	26	5.5	
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	4,400	5.9	4,250	5.7	27	5.7		5,740	7.7	5,590	7.5	33	7.5	
ABC SCHOOLHOUSE ROCK-12.26PM		12.26-12.29PM	12.15	4,020	5.4	3,800	5.1	23	5.1		4,840	6.5	4,470	6.0	24	6.0	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,160	2.9	2,010	2.7	29	2.7		2,380	3.2	2,240	3.0	32	3.0	

CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,910	3.9	2,610	3.5	26	3.5		3,430	4.6	3,280	4.4	31	4.4	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,140	6.9	4,920	6.6	37	6.6		5,070	6.8	4,920	6.6	38	6.6	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	5,510	7.4	4,990	6.7	34	7.2		6,180	8.3	5,740	7.7	36	7.7	
			10.00						6.5							7.7	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	5,220	7.0	4,920	6.6	32	6.6		6,710	9.0	5,890	7.9	35	7.9	
CBS IN THE NEWS-11.33AM		11.33-11.36AM	11.30	3,800	5.1	3,650	4.9	23	4.9		5,070	6.8	4,620	6.2	26	6.2	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,320	5.8	3,950	5.3	25	5.3		4,990	6.7	4,540	6.1	25	6.1	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,800	5.1	3,500	4.7	21	4.7		3,130	4.2	2,910	3.9	16	3.9	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,250	5.7	4,020	5.4	23	5.4		3,350	4.5	3,130	4.2	18	4.2	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,430	4.6	3,200	4.3	18	4.3		2,530	3.4	2,380	3.2	13	3.2	
CBS IN THE NEWS-1.56PM		1.56- 1.59PM	1.45	3,950	5.3	3,430	4.6	19	4.6		3,950	5.3	3,580	4.8	20	4.8	
NBC METRIC MARVELS-10.27AM		10.27-10.29AM	10.15	3,730	5.0	3,580	4.8	23	4.8		3,650	4.9	3,500	4.7	21	4.7	
NBC METRIC MARVELS-10.57AM		10.57-10.59AM	10.45	4,320	5.8	4,100	5.5	27	5.5		4,540	6.1	4,470	6.0	26	6.0	
NBC METRIC MARVELS-11.57AM		11.57-11.59AM	11.45	4,170	5.6	3,950	5.3	25	5.3		4,920	6.6	4,690	6.3	26	6.3	
NBC NBC MAJOR LEAGUE BASEBALL	2	2.12- 5.44PM	-GRID 5.30								13,340	17.9	5,510	7.4	26		8.7
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.17PM	-GRID	4,540	6.1	4,100	5.5	23			3,650	4.9	3,650	4.9	20	4.9	
	2	2.00- 2.12PM	2.00 2.15						6.6								
DAY SUNDAY																	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	1,790	2.4	1,640	2.2	12	2.2		1,860	2.5	1,790	2.4	11	2.4	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	1,120	1.5	970	1.3	15	1.3		750	1.0	750	1.0	12	1.0	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	890	1.2	820	1.1	10	1.1		1,040	1.4	970	1.3	12	1.3	



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SUNDAY-CONT'D																	
CBS HARTFORD OPEN-SUN(S)	2	4.24- 4.34PM	4.15								4,250	5.7	2,830	3.8	12	3.8	
	2	5.51- 6.00PM	4.30													4.0	
			5.45													3.8	
NBC NFL PRE-SEASON FTBL-NBC(S)	2	1.30- 4.31PM	-GRID 4.30								15,270	20.5	6,850	9.2	32	9.0	